HISTORIC RESOURCE: ALEX THEATER

LOCATION: 216 North Brand Boulevard

OWNERSHIP: Public

USE: Commercial

LAND AREA: 16050 square feet

ZONE: CBD

DESIGNATION: Glendale Register
                              National Register

YEAR BUILT: 1925

STYLE: Classical Revival, Egyptian Revival

HISTORICAL SIGNIFICANCE:

 The Alex Theatre was formally opened on September 4, 1925. Known throughout the community for most of its existence as "The Alexander", the theater was named after Alexander Langley. This was the son of one of the officials of the West Coast Langley chain of theaters which oversaw its operations. The structure was designed by two Glendale architects, Arthur G. Lindley and Charles R. Selkirk.

Although Lindley and Selkirk chose a Neo-Greek design for the theatre, their inspiration at the outset was the recently constructed Egyptian Theatre in Hollywood. The Alex was one of the largest theaters built in Southern California in the 1920s, having a larger seating capacity than its model, the Egyptian.

When the theater opened on September 4, 1925, it was an event of major importance to Glendale and the surrounding communities. Over the years, the Alex was the site of many important local motion picture previews and premieres. The theater, in addition, hosted traveling musical comedy presentations.

In 1940 the architect S. Charles Lee was hired to remodel the exterior of the Alex. His new marquee and tower at the theater's entrance were designed to draw public attention to the theater, which stood well back from Brand Boulevard.

In 1922 the Glendale Redevelopment Agency purchased the theater and in 1993 began rehabilitation of the Alex for use as a multi-use performing arts center. Much of the theater's original 1925 decorative painting and ornamentation was restored and the marquee and tower were returned to their 1940 condition.

The Alex reopened as a performing arts center in January 1994. An important surviving example of the grand theaters of the 1920s, the Alex provides a strong sense of identity for downtown Glendale.